

SEPTEMBER 19, 1963

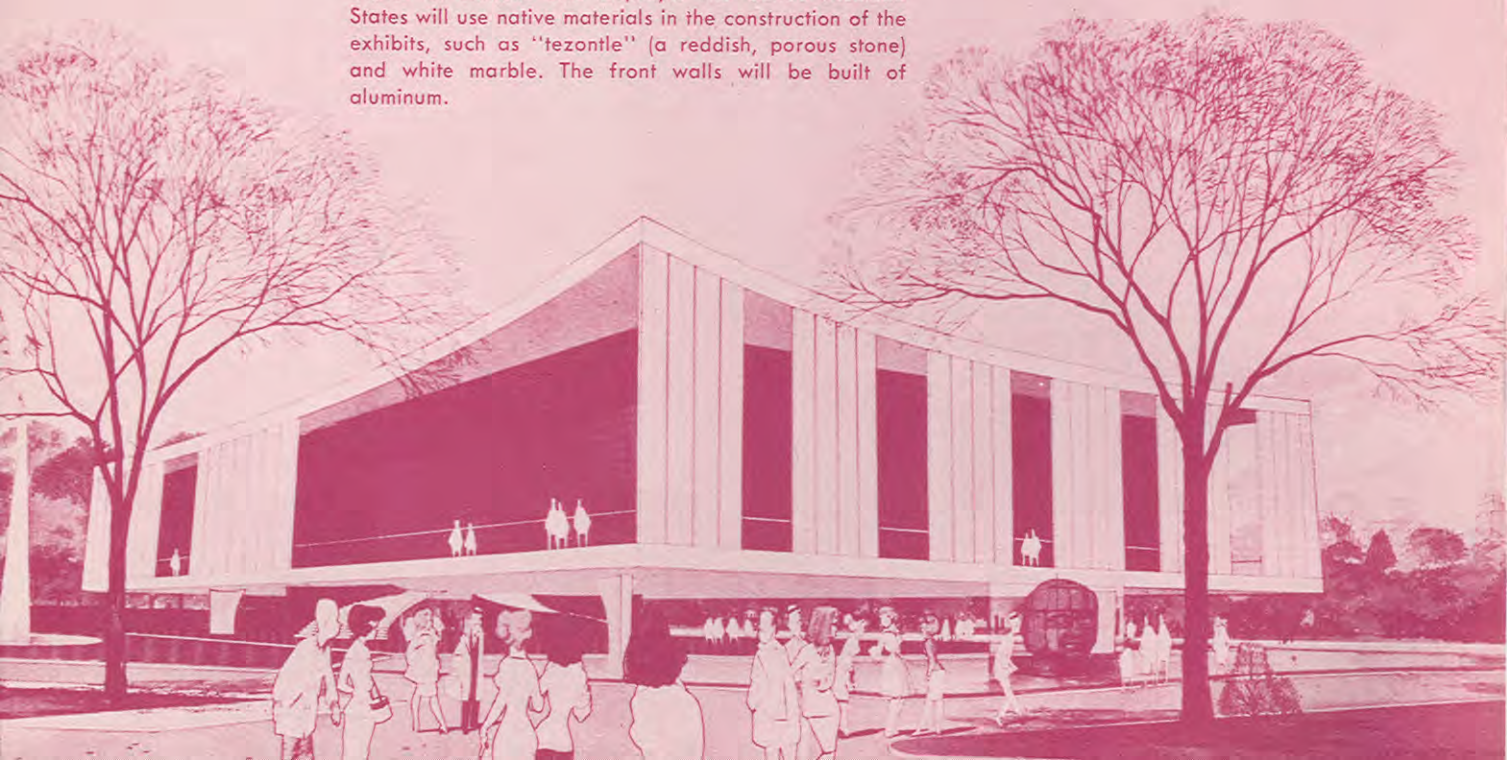
THE PAVILION OF
THE UNITED STATES OF

Mexico

Cornerstone Laying

Ceremony at the New York World's Fair 1964-1965

The Mexican Pavilion will be adjacent to the Fair's symbol, the Unisphere®. Its concave walls will architecturally complement the sphere's contours. The building will cover approximately 13,180 feet and the remainder of the plot will be partially covered by a rectangular pool, in the center of which will be a piece of native sculpture. Columns of steel and concrete will support the entire building. The roof will have a translucent circular center which will serve as a lantern, filtering light throughout the exhibit hall. The hall will contain three stories of exhibits and displays. The United Mexican States will use native materials in the construction of the exhibits, such as "tezontle" (a reddish, porous stone) and white marble. The front walls will be built of aluminum.



Excerpts from transcription of remarks made by Mexican and World's Fair officials at cornerstone laying ceremonies at the New York World's Fair, Thursday, September 19, 1963.

AMBASSADOR RICHARD C. PATTERSON, JR. [Chief of Protocol]: Your Excellencies, Mr. Consul General, Mr. Moses, Governor Poletti, ladies and gentlemen. We have gathered here this afternoon for an auspicious and important ceremony — the laying of the cornerstone for the Pavilion of Mexico. This ceremony is part of the many colorful events of Mexico Week in New York, which started last Friday by proclamation of the Mayor of the City of New York, to commemorate the 153rd anniversary of the independence of Mexico, on September 16, 1810. The ceremony that opened Mexico Week was attended by former President Aleman and others, last Sunday evening at Wall and Williams Streets, where ten to fifteen thousand Mexicans and Americans celebrated the anniversary of independence.

We are honored on this occasion, by the many distinguished guests here with the Mexican Ambassador to the United States. The beautifully designed Pavilion of Mexico will be outstanding among the many architectural marvels at the Fair; its location, facing the Unisphere®, is truly privileged.

The first speaker, on this auspicious and festive occasion, is a well-known attorney and former governor of the State of New York. He knows and loves our good neighbor south of the border. He has made enthusiastic efforts during the last three years, to promote the participation in the Fair of all the sister republics of the Americas so that they may have the unique opportunity the Fair offers to illustrate to the peoples of the United States their history, culture, achievements, potential and aspirations. I have the high honor to present the former governor of the State of New York, Charles Poletti.

GOVERNOR CHARLES POLETTI [Vice President of International Affairs and Exhibits]: Ambassador Patterson, Ambassador Carrillo Flores, Excellencies, Consul General, our president, Mr. Moses. I'm very happy to participate with you on this gay occasion. It was heartwarming to feel that the people of Mexico, and particularly your President, were so ready and anxious to come to this New York World's Fair. I want to say a special word about Mr. Tello, your Minister of Foreign Affairs, who was gracious enough to receive us — Mrs. Poletti and myself and others who travelled in many countries throughout the



Gathered at the Administration Building of the Fair Corporation, left to right, are: The Honorable Eugenio V. Pesqueira, Consul General of Mexico; Dr. Lev Zetlin, New York Associate Architect; Mr. Jorge Canavati, Commercial Attaché of the Mexican Embassy; Mr. Miguel Guajardo, Coordinator of the Mexican National Tourist Council; Mrs. Charles Poletti; His Excellency Antonio Carrillo Flores, Ambassador of Mexico; Mrs. Adolfo Huerta; The Honorable Richard C. Patterson, Jr., Chief of Protocol, New York World's Fair; and Mr. Adolfo Huerta, Deputy Director of Commerce of the Ministry of Industry and Commerce of Mexico.



After the official cornerstone laying for the Pavilion of Mexico at the Fair, a piñata party was held on the lawn of the Administration Building.

world. We met heads of states and ministers and prime ministers, but Mr. Tello always stands out in my mind as one of the most distinguished, learned and cultured gentlemen that we have met in any part of the world.

We greet the presence of Mexico at this Fair — Mexico stands as a stalwart friend in the democratic free world, and Mexico stands as an encouragement and a guide to other countries in Latin America.

We at the New York World's Fair have felt from the very beginning that special importance should be given to our neighbors and our friends of this hemisphere . . . so our principal avenue, from the main entrance where 60-65 percent of the people will enter — coming down diagonally to the Unisphere® — we are calling the Avenue of the Americas. On that avenue, we're grouping all the countries of this hemisphere that will participate in the Fair. We are pleased that Mexico will be at the very apex of that segment of the International Area.

Mr. Ambassador, on behalf of the International Division, and on my personal behalf, I want to say that we are thrilled, delighted and excited that Mexico will be with us in 1964-1965. We are ready to do all we can to be of assistance in achieving an astounding and successful pavilion and we look forward to working together and getting to know each other better, and thereby to build and intensify the bonds of friendship that we want very much to exist between the people of the United States and the people of Mexico. Thank you, very much.

AMBASSADOR PATTERSON: Thank you, Governor Poletti. I now have the honor to present a great American who has had very close to his heart the success of the Pan American Highway project in which Mexico has played such an important part. He has dedicated his life to the service of the public, and his energy, organizing ability, and his creative genius have already assured the success of this, the greatest Fair in the history of the world. I have the high honor to present to you the chief executive officer of the New York World's Fair Corporation, Mr. Robert Moses.

MR. ROBERT MOSES [President, New York World's Fair Corporation]: Distinguished representatives of Mexico, Ambassador Patterson, Governor Poletti and friends. There's very little I can say to supplement what Governor Poletti has said. I do want to take this opportunity to say what I've often said before and can't say too often: we wouldn't be anywhere with the International Section of this Fair if it weren't for Charles Poletti.

I'm constantly reminded of the fact that we in this part of the world, in this hemisphere, ought to stick together. Canada, the United States, Mexico, Central and South American countries ought to work together. I've always felt that the line of close relationship should run from north to south rather than east to west.

This Fair is going to be finished on time, it's going to be unique, it's going to have everything that we promised. Mexico will have a large part in this undertaking.

I like the building — what I've seen of the model and sketches. I am very much impressed with the exhibits planned for the interior, and all I can say, finally, is that we are all delighted that you are here.

DR. ROBERTO de MENDOZA [Deputy Chief of Protocol]: I have the honor to ask a great friend of the United States, His Excellency Antonio Carrillo Flores, Ambassador of Mexico, to step forward please, to receive the official New York World's Fair medallion. Now I would like to present medallions also to Señor Miguel Guajardo, Coordinator of the Mexican National Tourist Council, representing His Excellency Licenciado Miguel Aleman, former President of Mexico; Señor Adolfo Huerta, Deputy Director of Commerce of the Ministry of Commerce and Industry of Mexico; The Honorable Eugenio V. Pesqueira, Consul General of Mexico to New York; Mr. Jorge Canavati, Commercial Attaché of the Mexican Embassy; Mr. Rafael Mijares, architect for the Pavilion of Mexico — who will also receive the medallion for architect Pedro Ramirez Vazquez; Mr. Eduardo Terrazas, architect for the Pavilion of Mexico; and Dr. Lev Zetlin, New York associate engineer for the Mexican Pavilion.

AMBASSADOR PATTERSON: The next speaker studied at the National Military Academy in Mexico City, and in 1927 joined the Mexican Consular Service as Chancellor of the Mexican Consulate in St. Louis, Missouri. Since then, he has had a very active career, oc-

cupying many important consular posts in the United States and Canada. I have the privilege to introduce the Honorable Eugenio V. Pesqueira, Consul General of Mexico.

HON. EUGENIO V. PESQUEIRA [Consul General of Mexico]: Ambassador Patterson, President Moses, Governor Poletti, Ambassador Carrillo Flores, distinguished guests, *compatriotas* and friends. The Pavilion of Mexico, which is now being built, will certainly represent the progress of the Mexican Republic, as well as the tenacity of her people. This ceremony gives us an idea of what Mexico really is. You probably noticed that, for this ceremony, the incomparable Mexican music comes first. Also, you probably noticed that the workers constructing this pavilion, as is the custom in Mexico, Central America and many South American countries, made a cross similar to the one used for the celebration of the Holy Cross during the month of May. In the same way, a *piñata* was prepared for the children of certain schools in New York. Thus, Mexico works — but at the same time she safeguards her traditions, and this is very significant. God grant that our country may never lose these traditions. Ladies and gentlemen, thank you very much.

AMBASSADOR PATTERSON: Thank you very much. It is now my pleasure to present a great personality who has had a most active and prolific career as a distinguished lawyer, educator, economist, author and diplomat. A former Director of the National School of

Jurisprudence and member of the Board of Governors of the National University, he was magistrate and founder of the Federal Fiscal Court. He has been a member of the Board of Directors of the Bank of Mexico, Director General of Credit, Director General of the Mexican Government National Finance Corporation, and from 1952-1958 was Secretary of the Treasury. He has been chairman and member of numerous Mexican delegations to international conferences on economics and finance, and has written many books and monographs on the courts and finance. He has been honored with decorations from his own, as well as from many foreign governments. I have the high honor to present to you His Excellency, Ambassador Antonio Carrillo Flores.

HIS EXCELLENCY ANTONIO CARRILLO FLORES [Ambassador of Mexico to the United States]: President Moses, Governor and Mrs. Poletti, Ambassador Patterson, ladies and gentlemen. I am really moved by this ceremony in which, under the beautiful skies of New York City, we are building a little piece of Mexico — the Mexico of yesterday, the Mexico of today, and the Mexico of the future. I am happy that, in this ceremony, as it is obligatory whenever Mexico is present, you have heard the most authentic voice of Mexico — the songs of Mexico — the songs that the people of Mexico have been singing for decades, for centuries, and in which you find the soul and the heart of my country.

For me, this ceremony is particularly moving, because

I have a great personal debt with this great City of New York. My family and I have lived here many, many years ago, and it was in a parochial school in New York City where I learned to read and write. It is really a curious part of destiny that now, as Ambassador of Mexico, I have come back here to dedicate a building in this Fair which will show to the world, as you want it to show, that peace can be reached through understanding better than in any other way.

And now, President Moses, with your permission, and because there are many Mexicans present, I will quote a few lines from a poem that represents, more than any other, the soul of Mexico:

La Suave Patria

de Ramón López Velarde
Yo que sólo canté de la exquisita
partitura del íntimo decoro,
alzo hoy la voz a la mitad del foro
a la manera del tenor que imita
la gutural modulación del bajo,
para cortar a la epopeya un gajo.
Navegaré por las olas civiles
con remos que no pesan, porque van
como los brazos del correo chuan
que remaba la Mancha con fusiles.
Dire con una épica sordina:
la patria es impecable y diamantina.

THE PAVILION OF MEXICO

HIS EXCELLENCY ANTONIO CARRILLO FLORES, *Ambassador of Mexico to the United States*

MR. ADOLFO HUERTA M., *Deputy Director of Commerce of the Ministry of Industry
and Commerce of Mexico*

THE HONORABLE EUGENIO V. PESQUEIRA, *Consul General of Mexico in New York*

MR. JORGE CANAVATI, *Commercial Attache of the Mexican Embassy*

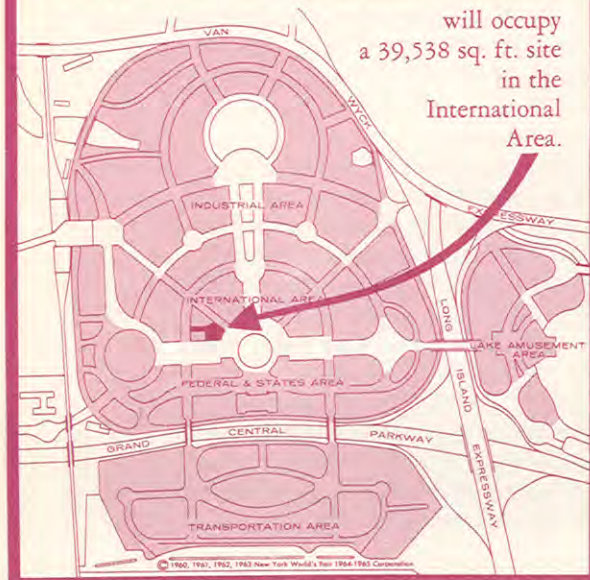
MR. PEDRO RAMIREZ VAZQUEZ, *Architect*

MR. RAFAEL MIJARES, *Architect*

MR. EDUARDO TERRAZAS, *Architect*

THE PAVILION OF THE UNITED STATES OF MEXICO

will occupy
a 39,538 sq. ft. site
in the
International
Area.



Delivered by presented by  United States Seal
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WORLD'S FAIR
1964-1965
CORPORATION
Flushing, N. Y. 11380
Tel. 212-WF 4-1964

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